

Rep Order# 9803194 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 52730

Printed: 09/07/2012 8:25 AM  
Last Received: 09/06/2012 5:34 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1559  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1559  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGDS FOR LINES 6 & 26. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	F	7A-730A	CBS THS MRNG-1	:30	\$600.00	09/07-09/07	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*26	M	1230P-6P	US OPEN	:30	\$300.00	09/10-09/10	0	0	0	\$0.00	
				Sales Remark: V7 2X NA								
				V7 Comment Changed, Spots/week Changed								
	*27	SA	12P-6P	US OPEN	:30	\$300.00	09/08-09/08	4	1	4	\$1,200.00	
				Sales Remark: V7 MKGD.								
				V7 Added								

---REPORT TOTALS---

Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 27 / \$24,200.00  
Sales Totals: 27 / \$24,200.00

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1322 G ST SE  
WASHINGTON, DC 20003  
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Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Station Totals: 27 / \$24,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$86,429	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPC	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null  
Demos RA35+

Rep Order# 9803194 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 52730

Printed: 09/06/2012 4:10 PM  
Last Received: 08/29/2012 5:08 PM  
Showing Buylines: All Rep & Sta Revised Lines

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Advertiser ( ) POLITICAL ISSUE GROU  
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1322 G ST SE  
WASHINGTON, DC 20003  
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Flight Dates 09/04/2012 - 09/10/2012  
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--- REMARKS ---

pls see line 26  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	F	7A-730A	CBS THS MRNG-1	:30	\$600.00	09/07-09/07	1	1	1	\$600.00	
				Station Remark: V6 1x na 9/7 hra no time mg sat 9/8 12-6p 2x @ 300. each us open tennis								
	*26	M	1230P-6P	US OPEN	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
				Station Remark: V6 2x na 9/10 no tennis mg sat 9/8 12-6p ncir both spots us open tennis								

---REPORT TOTALS---

Report Totals: 3 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$24,200.00  
Sales Totals: 26 / \$24,200.00  
Station Totals: 26 / \$24,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$86,429	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPC	23%
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Rep Order# 9803194 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 52730

Printed: 09/06/2012 4:10 PM  
Last Received: 08/29/2012 5:08 PM  
Showing Buylines: All Rep & Sta Revised Lines

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Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1559  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1559  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

WKRC 28% WLWT 24% WSTR 4% WXIX 16%

Books null  
Demos RA35+

**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, September 05, 2012 9:50 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Priorities USA Action - 52730

This email notification contains (2) different actions.

Station: WKRC-TV

**Order Information:**

Order #: 52730  
Order Total: \$24,200.00  
Agency: Mundy Katowitz Media  
Advertiser: Priorities USA Action  
Product: PRIORITIES USA ACTION  
Alternate Order #: 09803194  
Estimate #: 1559  
Flight Dates: 09/04/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (52730-14-2):**

Rate: \$300.00  
Air Date: Mon 09/10/12  
Eligible Days: M-----  
Inventory Code: PGA  
Inventory Description: PGA Golf  
Inventory Code Time: 12:30 PM-6:00 PM

Spot Type: NM

Restricted: Earliest start: 12:30:00 PM, Latest end: 6:00:00 PM  
Length: :30

Channel(s): [1] WKRC

Priority: Preemptible/No MG

Preempt Reason: Program Change -No Return Event 2 (Spot - Preempt)

**Preempted Spot Information (52730-14-3):**

Rate: \$300.00  
Air Date: Mon 09/10/12  
Eligible Days: M-----  
Inventory Code: PGA  
Inventory Description: PGA Golf  
Inventory Code Time: 12:30 PM-6:00 PM

Spot Type: NM

Restricted: Earliest start: 12:30:00 PM, Latest end: 6:00:00 PM  
Length: :30

Channel(s): [1] WKRC

Priority: Preemptible/No MG

Preempt Reason: Program Change -No Return

1x Sat 12-6P or 9P  
(w open Times) NCR

1x Sat 12-6P or 9P  
(w open Times) NCR

Rep Order# 9803194 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 52730

Printed: 09/06/2012 3:44 PM  
Last Received: 08/29/2012 5:08 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1559  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1559  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

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Salesperson ( ) ALEXANDRA BRADLEY  
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--- REMARKS ---

pls see line 6  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	F	7A-730A	CBS THS MRNG-1	:30	\$600.00	09/07-09/07	1	1	1	\$600.00	
				Station Remark: V4 1x na 9/7 hra no time mg sat 9/8 12-6p 2x @ 300. each us open tennis								

---REPORT TOTALS---

Report Totals: 1 / \$600.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$24,200.00  
Sales Totals: 26 / \$24,200.00  
Station Totals: 26 / \$24,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$86,429	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null  
Demos RA35+



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Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

**Connell II, Jim**

**From:** jconnell@local12.com  
**Sent:** Thursday, September 06, 2012 1:59 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Priorities USA Action - 52730

Station: WKRC-TV

**Order Information:**

Order #: 52730  
Order Total: \$24,200.00  
Agency: Mundy Katowitz Media  
Advertiser: Priorities USA Action  
Product: PRIORITIES USA ACTION  
Alternate Order #: 09803194  
Estimate #: 1559  
Flight Dates: 09/04/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (52730-6-1) :**

Rate: \$600.00  
Air Date: Fri 09/07/12  
Eligible Days: -----F-----  
Inventory Code: CBS This Morning  
Inventory Description: CBS Morning News  
Inventory Code Time: 7:00 AM-7:30 AM  
Spot Type: NM  
Restricted: Earliest start: 7:00:00 AM, Latest end: 7:30:00 AM  
Length: :30  
Channel(s) : [1] WKRC  
Priority: Non Preemptible Spot  
Preempt Reason: Preempted by NSM

*OK Set 12-6pm 9/8  
US Open Term  
300 each*



# Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52730												
Line: 1												
09/05/12	Wednesday	2:22:45 AM	:30	\$850.00	USATV05a	Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$850.00							1	
Line: 2												
09/10/12	Monday	5:14:14 AM	:30	\$850.00	5a	Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$850.00							1	
Line: 3												
09/06/12	Thursday	5:39:40 AM	:30	\$950.00	USATV05a	Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$950.00							1	
Line: 4												
09/04/12	Tuesday	6:53:10 AM	:30	\$1,000.00	USATV06a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$1,000.00							1	
Line: 5												
09/06/12	Thursday	6:44:38 AM	:30	\$1,000.00	USATV06a	Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$1,000.00							1	
Line: 7												
09/06/12	Thursday	9:22:49 AM	:30	\$450.00	USATV0M-F	9a-10a	9:00 AM-10:00 AM	PRIORITIES USA ACTIO 1559	1559	P-2	1	MWASH
				\$450.00							1	
Line: 8												
09/05/12	Wednesday	10:20:58 AM	:30	\$450.00	USATV0M-F	10a-11a	10:00 AM-11:00 AM	PRIORITIES USA ACTIO 1559	1559	P-2	1	MWASH
				\$450.00							1	
Line: 9												
09/10/12	Monday	11:58:26 AM	:30	\$1,800.00	The Price is Right		11:00 AM-12:00 PM	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$1,800.00							1	
Line: 10												
09/07/12	Friday	12:10:07 PM	:30	\$1,600.00	USATV0Local 12 News at Noon		12:00 PM-12:30 PM	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$1,600.00							1	
Line: 11												
09/05/12	Wednesday	12:53:50 PM	:30	\$1,000.00	USATV0Young & the Restless		12:30 PM-1:30 PM	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$1,000.00							1	
Line: 12												
09/04/12	Tuesday	1:29:13 PM	:30	\$900.00	USATV0Bold & the Beautiful		1:30 PM-2:00 PM	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$900.00							1	
Line: 13												
09/06/12	Thursday	2:59:12 PM	:30	\$650.00	USATV0The Talk		2:00 PM-3:00 PM	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH
				\$650.00							1	
Line: 15												
09/04/12	Tuesday	5:07:54 PM	:30	\$1,600.00	USATV05p Local 12 News at Fiv		(5:00:00 PM-5:30:00 PM)	PRIORITIES USA ACTIO 1559	1559	P-1	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52730												
Line: 15												
				\$1,600.00							1	
Line: 16												
09/05/12	Wednesday	5:52:19 PM	:30	\$1,700.00	USATV05p	Local 12 News at Five	5:30:00 PM-6:00:00 PM	PRIORITIES USA ACTION	1559	P-1	1	MWASH
				\$1,700.00							1	
Line: 17												
09/06/12	Thursday	6:24:27 PM	:30	\$1,800.00	USATV06p	Local 12 News at Six	6:00 PM-6:30 PM	PRIORITIES USA ACTION	1559	P-2	1	MWASH
				\$1,800.00							1	
Line: 18												
09/05/12	Wednesday	7:13:57 PM	:30	\$1,400.00	USATV0M-F	7p-730p	7:00 PM-7:30 PM	PRIORITIES USA ACTION	1559	P-2	1	MWASH
				\$1,400.00							1	
Line: 19												
09/06/12	Thursday	7:45:26 PM	:30	\$1,400.00	USATV0M-F	730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTION	1559	P-2	1	MWASH
				\$1,400.00							1	
Line: 20												
09/05/12	Wednesday	11:27:43 XM	:30	\$750.00	USATV0	Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTION	1559	P-2	1	MWASH
				\$750.00							1	
Line: 21												
09/07/12	Friday	12:24:35 XM	:30	\$400.00	USATV0	Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTION	1559	P-1	1	MWASH
				\$400.00							1	
Line: 22												
09/04/12	Tuesday	4:56:05 XM	:30	\$150.00	USATV0430-5a	News	4:30 XM-5:00 XM	PRIORITIES USA ACTION	1559	P-1	1	MWASH
				\$150.00							1	
Line: 23												
09/08/12	Saturday	7:58:56 AM	:30	\$550.00	6a-8a	Local 12 News Saturday	7:30:00 AM-8:00:00 AM	PRIORITIES USA ACTION	1559	P-1	1	MWASH
				\$550.00							1	
Line: 24												
09/08/12	Saturday	1:40:06 XM	:30	\$250.00	Sat 105a-205a		1:05 XM-2:05 XM	PRIORITIES USA ACTION	1559	P-2	1	MWASH
				\$250.00							1	
Line: 25												
09/09/12	Sunday	11:11:04 AM	:30	\$1,500.00	CBS Sun Morning		10:00:00 AM-10:30:00 AM	PRIORITIES USA ACTION	1559	P-1	1	MWASH
				\$1,500.00							1	
Line: 26												
09/08/12	Saturday		:30	\$300.00	US Open		12:00:00 PM-6:00:00 PM	PRIORITIES USA ACTION	1559	P-4	4	MWASH
09/08/12	Saturday		:30	\$300.00	US Open		12:00:00 PM-6:00:00 PM	PRIORITIES USA ACTION	1559	P-4	2	MWASH
09/08/12	Saturday		:30	\$300.00	US Open		12:00:00 PM-6:00:00 PM	PRIORITIES USA ACTION	1559	P-4	1	MWASH
09/08/12	Saturday		:30	\$300.00	US Open		12:00:00 PM-6:00:00 PM	PRIORITIES USA ACTION	1559	P-4	3	MWASH
				\$1,200.00							4	

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52730												
				\$24,200.00							27	
				\$24,200.00							27	
				\$24,200.00							27	
				\$24,200.00							27	
				\$24,200.00							27	

[Filtered by: ] [Sorted by: Station]